RESEARCH SUMMARY

Title New bus sign research

Objective To gain customer input for a new sign designed to warn passengers of moving traffic when alighting from the rear platform of new bus for London (NBFL)

Date February 2012 **Agency:** SPA Future Thinking

Methodology Face to face interviews with 533 bus users at bus stops (either alighting from or waiting for a bus).

Abstract

A sign is being developed to inform customers of the hazard of moving traffic when alighting from the rear platform of the new bus for London. Customer research was undertaken to determine which sign best describes this hazard. The research revealed that the sign depicting a passenger leaving the bus into the vicinity of a car and cyclist was the strongest overall. When shown a range of potential signs, 38% (a significant result) thought this best conveyed the message to watch out for moving traffic, 37% said it was they would pay the most attention to it compared to others, and the same proportion said that TfL should use that particular sign.

Key findings

When shown sign two in isolation (see below for complete set of signs used), 75% said that this meant 'watch out for moving traffic', compared with 71% for sign 3, 67% for sign 1 and 50% for sign 4 (sign 5 was not included at this stage).

Sign 2 was slightly weaker for conveying the message to watch out for cyclists (29% thought it did) than signs 3 (43%) or 4 (45%), so there is potential to include elements of these designs to boost that message if required.

When shown all signs and asked for a direct preference for which sign should be used, there was a clear preference for sign 2, as shown in the table below.

	Sign 1	Sign 2	Sign 3	Sign 4	Sign 5
Best says 'watch out for moving traffic'	26%	38%	27%	4%	3%
Would you pay most attention to	23%	37%	24%	4%	8%
Which should TfL use	24%	37%	16%	14%	8%

ONE **TWO** **THREE** **FOUR** **FIVE**

Job number 11084